

CLEAN-UP SALE of WASH MATERIALS

THIS IS A SALE that should create the keenest interest; sweeping reductions have been made in FIGURED BATISTE, LAWNS, DIMITIES, SHEER ORGANDIES, PRINTED SWISSES, PRINTED CHIFFON MULLS, FOULARDS, and many other notable WASH MATERIALS. It gives you an unprecedented opportunity of securing extraordinary values in WASH GOODS. Such great values are these that it may seem incredible to some, but those who have attended our sales know and appreciate the Bargains we offer.

We want to dispose of as many lines of our WASH GOODS as possible, to make room for our spring goods now pouring in; hence the TREMENDOUS CUTS IN PRICES. Sale Begins MONDAY, MARCH 1ST.

Cross Bar Organdies

In floral patterns and pretty colorings
35 ct. quality

Dress Voiles

In solid colors.

20 ct. quality 12 1/4¢ yd.
25 ct. quality 15¢ yd.

Knub Etamines

In solid colors.

20 ct. quality 10¢ yd.

Swiss Broderie

Sheer material, pretty designs.

25 ct. quality 15¢ yd.

Embroidered Batiste

New designs and colorings.

35 ct. quality 20¢ yd.

So'e du Monde

30 ct. quality 20¢ yd.

Figured Dimity

10ct. quality 6¢ yd.

Printed Lawns

15 ct. quality 8¢ yd.

Printed Batiste

In a large variety of patterns.

15 ct. quality 9 1/4¢ yd.
16 2-3 ct. quality 10¢ yd.

Figured Organdies

Dark grounds.

30 ct. quality 15¢ yd.

SINGLE DRESS LENGTHS and odd pieces of WASH GOODS at less than HALF PRICE. SEE OUR WINDOW DISPLAY AND NOTE PRICES.

Chiffon Mulls

Soft and silky, in neat patterns.

40 ct. quality 30¢ yd.

Embr'd Silk Organdies

50 ct. quality 37 1/2¢ yd.

Sheer Figur'd Organdies

In pretty floral designs.

30 ct. and 35 ct. quality, 20¢ yd.

Embroidered Voiles

White, cream, and champagne.

25 ct. quality 15¢ yd.

Embroidered Linen

White, cream, Pongee.

35 ct. quality 20¢ yd.

Embroidered Figured Swiss

Polka dots, stripes, and floral designs
16 2-3 ct. quality 10¢ yd.

Sachs Dry Goods Co., Ltd.,

Fort and Beretania Streets,
Opp. Fire Station

SOCIAL CHATTER AND HOME TALK

MRS. FRANCIS M. SWANZY, who has been giving a series of delightful buffet lunches, was the hostess on Tuesday of another which was as enjoyable as the preceding one. Double pink carnations and maidenhair ferns artistically decorated the apartments and the little tables set on the lawn and drawing rooms were pictures of coziness, the elegantly dressed matrons and maids adding much to the effectiveness of the scene. After luncheon Mrs. Mott-Smith and Mrs. S. G. Wilder favored the guests with piano solos and the harmony of sound which greeted the ear gave great pleasure. Bridge occupied the afternoon. The guests included Mrs. George Davies, Mrs. Richard Ivers, Mrs. Mary Gunn, Mrs. A. M. Brown, Mrs. Gerrit F. Wilder, Mrs. S. G. Wilder, Mrs. A. A. Wilder, Mrs. Charles Wilder, Mrs. A. Lewton-Brady, Mrs. James Cockburn, Mrs. Archie Young, Mrs. A. Berg, Mrs. Kiehn, Mrs. Ernest Mott-Smith, Mrs. Ranney Scott, Mrs. Goodale, Mrs. Fred Waterhouse, Mrs. A. Lewis, Mrs. J. S. Walker, Mrs. Brainerd Smith, Mrs. C. Wight, Mrs. Robert Atkinson, Mrs. James Judd, Mrs. E. Waterhouse, Mrs. Goodale, Mrs. W. Stanley, Mrs. A. Gartley, Mrs. H. Harrison, Mrs. Clifford Kimball, Mrs. Harry Macfarlane, Mrs. Joe Gilman, Mrs. J. P. Cooke, Mrs. Erdman, Miss Birney, Miss Bullen, Miss Francis Gillet, Miss Lily Paty, Miss Cleto Kelley, Miss Margaret Walker.

This Week's Function

Possibly one of the largest and most elaborate receptions of the season was given on Tuesday afternoon in the lounge room of the Alexander Young hotel by Mr. and Mrs. Tenney Peck in honor of Mrs. A. N. Locke, Mr. and Mrs. W. A. Holman and Mr. and Mrs. G. A. Batchelder. Motors and carriages blocked the Bishop street entrance for hours, and a dressing room on the second floor was placed at the disposal of the guests, who were met at the door of the lounge room by Mrs. Andrew Fuller, assisted by Misses Alice Spalding and Edith Smith, and passed on to the efficient care of Mr. A. L. C. Atkinson, who presented everybody to the guests of honor. Mrs. Tenney Peck looked handsome in a rose painted white chiffon, a la surprise, the Directors cashed and the dainty touch. Mrs. Locke was in a black and white gown, in Empire style.

A Skin of Beauty is a Joy Forever

DR. T. FELIX GOURAUD'S ORIENTAL CREAM OR MAGICAL BEAUTIFIER



"Gouraud's Cream" is the best of all the skin preparations. It is sold by all druggists and Fancy Goods Dealers in the United States, Canada and Europe.

FERD. T. HOPKINS, Prop., 37 Great Jones Street, New York.

applied with embroidered white lace. Mrs. Holman wore a charming confection of blue and white pina cloth and Duchess lace, and Mrs. Batchelder was in a dainty gray silk. Mrs. Alexander G. Hawes, Jr., and Miss Irmgard Schaefer presided over the punch bowls, which were placed at opposite sides of the room. Mrs. Hawes wore a pink crepe de chine with hat of pink grapes, and Miss Schaefer was in a white toilette with picture hat of drooping plumes. Across the garden on the roof in the ball room were coffee, tea, sandwiches and cakes, and the stroll often ended in tete-a-tetes for the chair and couches were very comfortable, and there were—strange to relate—large numbers of the sterner sex very much in evidence, a very pleasant addition to the usual "at home." There were many beautiful women present and charming frocks, and among others were noticed Mrs. Faxon Bishop in a white embroidered crepe, a sash of green giving a most attractive touch. Mrs. Sidney Ballou, who has only recently arrived from California, where she has been paying visits, wore a very pretty gown of chiffon cloth sprayed with pink roses, and stunning hat with plumes. Miss Beatrice Castle was noticeably well dressed in pink and Miss Margaret Castle was a pretty study in blue and white. It was a very social afternoon; the singing of the Kaal orchestra was a pleasing feature, the strangers particularly enjoying it. Mrs. Wadhams sang in a delightful fashion and she wore a very smart frock, which was much enhanced by her stately bearing. Mrs. Allen White was most enthusiastically received, her voice carrying even to the ballroom. She wore a beautiful toilette of real lace. Those who assisted the hostess were: Mrs. Winslow, Mrs. Winters, Mrs. Kingsbury, Mrs. Ballentyne, Mrs. Watson, Mrs. Lane, Mrs. Dunning, Mrs. Wadhams, Mrs. Mowes, Mrs. Parks, Mrs. Whitney, Mrs. Goodale, Mrs. Foster, Mrs. Fay, Mrs. Charles Wilder, Mrs. Damon, Mrs. Alfred Castle, Mrs. James Cockburn, Misses Beatrice Castle, Margery Castle, Irene Fisher, Madge McCandless, Nora Sturgeon, Vera Damon, Alice Cooke, Constance Restarick, Mrs. Walter Frear and Mrs. Faxon Bishop were asked to pour tea and coffee. Among those present and invited were Governor and Mrs. Walter Frear, Major and Mrs. Dunning, Major and Mrs. Wadhams, Mrs. Atkins, Mrs. Wrighton, Lieut. Wrighton, Dr. and Mrs. McCallum, Captain Exton, Lieut. Rodgers, Lieut. McCleary, Lieut. Pardee, Lieut. Chilton, Captain Shipp, Captain and Mrs. Rees, Dr. and Mrs. Langhorne, Paymaster and Mrs. Hornberger, Lieut. Commander and Mrs. Moses, Civil Engineer and Mrs. Parks, Miss Frear, Civil Engineer Burrell, Captain and Mrs. Fay, Major and Mrs. Long, Captain and Mrs. Low, Capt. and Mrs. Ramsay, Captain H. C. Snyder, Capt. C. Campbell, Lieut. M. E. Stearner, Lieut. Underwood, Lieut. and Mrs. Farquharson, Lieut. Kilgore, Lieut. Moses, Lieut. Willis, Lieut. Marston, Lieut. Ancrum, Lieut. Pinkston, Capt. and Mrs. Falls, Captain and Mrs. Castner, Major Beecher Ray, Major and Mrs. Winslow, Lieut. and Mrs. Maus, Lieut. and Mrs. Ridgely, Captain and Mrs. Otwell, Mr. Dougherty, Mr. Hall,

Dr. Kelly, Col. Schuyler, Major and Mrs. Foster, Lieut. Col. and Mrs. Hunter, Dr. and Mrs. Morse, Lieut. Chase, Mrs. Chase, Capt. and Mrs. Day, Capt. and Mrs. Pritchard, Capt. and Mrs. Willard, Capt. and Mrs. McClure, Capt. and Mrs. Jenkins, Capt. and Mrs. Haight, Capt. and Mrs. Sturges, Capt. and Mrs. Scales, Capt. and Mrs. Bannard, Capt. and Mrs. Stewart, Capt. and Mrs. Burton, Capt. and Mrs. Quinslan, Capt. and Mrs. Rodney, Capt. and Mrs. Wheatley, Lieut. and Mrs. Morrison, Lieut. and Mrs. Dockery, Miss Dockery, Lieut. and Mrs. Lewis, Lieut. and Mrs. Winnia, Lieut.

and Mrs. Gregory, Capt. Forsythe, Lieut. Hoyt, Lieut. Sheridan, Lieut. Groninger, Lieut. Hanson, Lieut. Hume, Lieut. Agnew, Mr. and Mrs. Ables, Judge and Mrs. Sanford B. Dole, Mr. and Mrs. Albert Afong, Mrs. Julia Afong, Mrs. W. E. Allen, Miss Allan, Dr. and Mrs. Anderson, Mr. and Mrs. C. H. Atherton, Mr. and Mrs. Frank Atherton, Mrs. G. Atherton, Dr. and Mrs. Augur, Mr. and Mrs. Babbitt, Mr. and Mrs. C. Ballentyne, the Misses Ballentyne, Judge and Mrs. Ballou, Mr. and Mrs. Gignoux, Mr. and Mrs. A. Berg, Miss Gilet, Mr. and Mrs. Robert Shingle, Mrs. Bickerton,

Mr. Bickerton, Mr. and Mrs. C. A. Stoble, Mr. and Mrs. Bottomley, Mr. and Mrs. Bissell, Mr. and Mrs. R. C. Brown, Mrs. Bowen, Miss Bowen, Mr. Bowen, Dr. and Mrs. Brinkerhoff, Mr. Cecil Brown, Mr. G. Brown, Miss Irene Dickson, Mr. W. Dickson, Mrs. J. A. Hopper, Miss Margaret Hopper, Mr. and Mrs. E. W. Peterson, Miss Peterson, Mr. and Mrs. G. F. Bush, Miss Sparrow, Mr. and Mrs. A. N. Campbell, Mr. and Mrs. Marston Campbell, Mr. and Mrs. George Castle, Mr. Bruce Cartwright, Mr. T. H. Petrie, Mr. and Mrs. Edward Tenney, Mr. and Mrs. James Castle, Mr. and Mrs. W. R. Cas-

tle, Harold Castle, the Misses Castle, Mrs. Allan White, Mrs. Elizabeth Church, Mrs. Stein, Mr. and Mrs. F. Lowrey, Mr. and Mrs. W. O. Smith, Mrs. Bolden, Mr. and Mrs. J. P. Cooke, Miss Grace Cooke, Mr. and Mrs. S. M. Damon, Mr. and Mrs. W. O. Hall, Mr. and Mrs. Alfred Castle, Dr. and Mrs. James Judd, Dr. and Mrs. Ernest Waterhouse, Mrs. Ellen Weaver, Bishop and Mrs. Restarick, Rev. and Mrs. Simpson, Mr. and Mrs. Stanley, Dr. Herron, the Chinese Consul, British Consul and Mrs. Forster, Miss Gras, Madame Frigue, Governor Cleghorn, Mr. Percy Cleghorn, Miss Anna Paris, Mr. and Mrs. S. G. Wilder, Mr. and Mrs. Gerrit Wilder, Mr. and Mrs. C. Wilder, Mrs. W. Wilder, Mrs. H. C. Colman, Miss Cross, Mr. and Mrs. C. H. Cooke, Mr. and Mrs. Charles M. Cooke, Mr. and Mrs. Montague Cooke, Mr. and Mrs. R. A. Cooke, Mr. and Mrs. Lewton-Brady, Judge and Mrs. Cooper, Miss Cooper, Mr. and Mrs. Frank Damon, General and Mrs. Davis, Mr. and Mrs. Haste Harrison, Mr. and Mrs. C. H. Dickey, Mr. and Mrs. James Dole, Mr. and Mrs. B. F. Dillingham, Mr. and Mrs. Harold Dillingham, Mr. and Mrs. Frank Dodge, Mr. and Mrs. J. S. Dougherty, Mr. and Mrs. Klinger, Miss Nina Adams, Mr. and Mrs. W. E. Emory, Mr. and Mrs. George Renton, Mrs. William E. Taylor, Miss Werthmueller, Miss Austen, Miss Rogers, Prof. and Mrs. Griffiths, Mrs. R. J. Buckley, Miss Buckley, Mr. M. A. Robinson, Mr. and Mrs. C. Wight, Mr. and Mrs. Campbell, Mr. Will Roth, Col. and Mrs. Fisher, Dr. and Mrs. Frear, Mr. and Mrs. Paris, Mr. and Mrs. Augustus Knudsen, Mr. and Mrs. Eric Knudsen, Miss d Orange, Mr. and Mrs. Gartener, Mr. and Mrs. J. A. Gilman, Miss Gilman, Mr. and Mrs. E. Mott-Smith, Miss Paty, Mr. and Mrs. Weight, Mrs. Mary Gunn, Mr. and Mrs. A. G. Hawes, Jr., Mr. and Mrs. Francis Batchelder, Miss Jessie Kaufman, Mr. and Mrs. R. Ivers, Mrs. Ivers, Prof. and Mrs. M. M. Scott, Miss Scott, Dr. and Mrs. Hoffman, Mr. and Mrs. C. Hedemann, Mr. and Mrs. Hanneberg, the Rev. Mr. Bliss and Mrs. Bliss, Mr. and Mrs. G. W. R. King, the Japanese Consul Count Canavaro, Mr. and Mrs. E. W. Jordan, Mr. and Mrs. R. A. Jordan, the Misses Jordan, Canon Usbourne, Miss Gordon, Mr. Curzon Usbourne, Mr. and Mrs. J. A. Kennedy, Miss Jessie Kennedy, Miss Cray, Mr. and Mrs. Klamp, Judge and Mrs. Kingsbury, Mr. and Mrs. Kopke, Mr. and Mrs. Ross, Mr. and Mrs. Paul Isenberg, Dr. and Mrs. Collins, Mrs. Richardson, Mr. and Mrs. C. J. Hutchins, Judge and Mrs. Lindsay, Mrs. Patterson, Dr. and Mrs. Moore, Miss Armstrong, Mrs. Ryecroft, Mr. and Mrs. H. Macfarlane, Mr. and Mrs. Fred Macfarlane, Misses Macfarlane, Dr. and Mrs. Bruce MacCall, Mr. and Mrs. R. D. Mead, Mr. and Mrs. Merrill, Mrs. Mist, Mr. and Mrs. Mist, Mr. and Miss Mist, Dr. D. Moore, Dr. and Mrs. McGrew, Miss Hardaway, Dr. and Mrs. Cooper, Dr. McDonald, Mr. and Mrs. McStocker, the Misses McStocker, Mr. and Mrs. E. H. Paris, Mrs. Walbridge, Miss Parke, Mr. W. Parke, Mr. and Mrs. M. Phillips, Mr. and Mrs. Fred Smith, Mr. and Mrs. Brainerd Smith, Mr. and Mrs. P. Pond, Mrs. Eldridge, Mr. and Mrs. Potwine, Judge and Mrs. Quarles, the Misses Quarles, Mr. and Mrs. Sut-

ton, Dr. and Mrs. Wood, Dr. and Mrs. Seudder, Mr. Walter G. Smith, Mr. and Mrs. Spalding, Miss Stanley, Mr. and Mrs. F. M. Swanzy, Mr. and Mrs. L. A. Thurston, Mr. and Mrs. von Holt, Mr. and Mrs. J. S. Walker, Mr. and Mrs. E. Wall, Mr. and Mrs. F. T. P. Waterhouse, Mr. and Mrs. G. Waterhouse, Mrs. Henry Waterhouse, Mrs. Waterhouse, Judge and Mrs. Weaver, Dr. Whitney, Rev. and Mrs. Westervelt, Mr. and Mrs. Withington, Miss Wood, Mr. and Mrs. Alexander Young, Col. and Mrs. Jones, Rev. and Mrs. Erdman, Mr. and Mrs. Wallace Farrington, Mr. and Mrs. James G. Spencer, Mr. Harold Spencer, Mr. and Mrs. Shultz, Mr. and Mrs. Geo. P. Cooke, Mr. Frank Thompson, Mr. Geo. P. Denison, Mr. and Mrs. J. J. Dowling, Mr. and Mrs. Harold Giffard, Judge and Mrs. A. Wilder, Mr. and Mrs. Hosmer, Mrs. Selma Kinney, Miss Maud Kinney, Mrs. Halstead, Mr. and Mrs. Frank Halstead, Miss Frances Lawrence, Mr. and Mrs. Paxton, Mr. and Mrs. H. P. Wood, Mr. and Mrs. Howard Hitchcock, Mr. Arthur Mackintosh, Mr. George Thielen, Misses Lishman, Miss Creighton and many others.

Mrs. Caroline Jenness, who sailed for the Orient on Tuesday, was the mother-in-law of Mr. Thomas Langdon Elwyn, whose sister, Mrs. Wardburg Langdon, gave that famous dinner in Portsmouth to Admiral Dewey, the gold service being sent from New York for the affair.

Judge and Mrs. Selden Kingsbury departed for Maui yesterday. They were laden with flowers and the best wishes of their many friends, who turned out in goodly numbers, followed them.

Mrs. Faxon Bishop gave a luncheon last Saturday in honor of Mrs. Alfred Castle, at which were present many of the younger set, out of compliment to the youthful bride.

Mrs. Cooke, who is a guest of The Pleasanton expects to sail for the Coast in a few weeks. She has been greatly entertained and is a very charming woman.

Mr. and Mrs. C. Hedemann, Mrs. Caroline Jenness, Mr. and Mrs. Osgood were among the passengers in the Oriental steamer this week.

The Good Housekeeper

Will See That There Are No Rats or Cockroaches in Her Home.

Nothing is more discouraging to the careful housekeeper than to have rats, cockroaches or other vermin in her home, especially when she has visitors.

Any annoyance of this kind is entirely needless if she will get a box of Stearns' Electric Rat and Roach Paste, which will drive rats and mice out of the house to die and rid the home of the cockroach nest in a single night.

When you go to the store for an exterminator for rats or cockroaches, do not take anything but Stearns' Electric Paste. It is the only one that is sold under a guarantee to refund the money if not satisfactory. It is ready for use and does not have to be mixed with other things, and as it is in paste form, it cannot blow on the food like the powders sometimes used.

Stearns' Electric Paste is sold everywhere, or sent express prepaid on receipt of price. 2 oz. box 50c, 16 oz. box \$1.00.

Stearns' Electric Paste Co., Chicago, Ill.

"Copy," The Soul Of Advertising

"COPY" is the soul of advertising. Advertising space, without good "copy," is like a wooden Indian in front of a cigar store; it locates the store, but does not say anything."

Even the smallest country merchant no longer fills his space with flapdoodle about the "best goods in town at lowest prices." He knows that merely buying space is not advertising; and, having paid for the space, ordinary business sense counsels him to make it yield profitable returns.

This can be done only through copy that is honest, sincere, and convincing. Anybody with money can buy space in a paper, but very few can write the copy that pulls business.

Writing advertisements is our business, and we have made a study of it, as every man must do of his own business. We know how to write paying ads. Let us hear from you about your ads.

We'll charge you nothing
For a consultation.

The Chas. R. Frazier Co.,

122 King Street

Phone 371